

Message Text

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SUBJECT: GOP CREATES INFORMATION SERVICE

REF: LIMA A-102 OF MAY 30, 1975

1. JUNE 11 PRESS CARRIED TEXT OF JUNE 9 GOP DECREE LAW CREATING A GOVERNMENT INFORMATION SERVICE (SIPERU). THE INFORMATION SERVICE IS TO "OBTAIN, PROCESS AND PROMULGATE IN PERU AND IN OTHER COUNTRIES ALL KINDS OF INFORMATION (AND IS TO BE SOLE DISTRIBUTOR OF NEWS) COMING FROM THE PUBLIC SECTOR AND FROM ORGANIZATIONS IN WHICH THE STATE HAS INTREST..." THE DECREE NOTES THAT THE SERVICE "WILL PLAN AND CONDUCT PUBLIC SECTOR INFORMATION PROGRAMS." THE NEWS SERVICE WILL ALSO "COORDINATE WITH THE FOREIGN MINISTRY TO OBTAIN AND DISSEMINATE INFORMATION IN FOREIGN COUNTRIES" AND WILL "OPEN OFFICES, BRANCHES AND SUBSIDIARIES THROUGHOUT PERU AND IN FOREIGN COUNTRIES." REGARDING RELATIONS WITH THE WIRE SERVICES SIPERU WILL "SIGN AGREEMENTS OF RECIPROCAL COMMERCIAL INTEREST WITH FOREIGN NEWS SERVICES."

2. INITIAL CAPITAL FOR THE INFORMATION OR NEWS SERVICE IS 100 MILLION SOLES (APPROXIMATELY \$2,300,000). THIS WILL BE INCREASED AS NECESSARY. THE MANAGING BOARD IS TO CONSIST OF FOUR REPRESENTATIVES FROM THE CENTRAL INFORMATION OFFICE (OCI), ONE OF WHOM WILL BE PRESIDING OFFICER, AND TWO WORKER
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REPRESENTATIVES.

3. COMMENT: ESTABLISHMENT OF THE INFORMATION OR NEWS SERVICE IS PART OF A GOP EFFORT TO CENTRALIZE AND CONTROL MEDIA IN PERU. LIKE PUBLIPERU (STATE PUBLICITY AGENCY), ENRADPERU (NATIONAL RADIO AND TV AGENCY), AND THE STILL TO BE CREATED CINEPERU (STATE MOTION PICTURE AGENCY), THIS NEW INFORMATION SERVICE WILL BE DIRECTLY RESPONSIBLE TO OCI.

4. THE GOP, UNHAPPY WITH CERTAIN INTERNATIONAL WIRE SERVICE TREATMENT OF PERU, IS LIKELY TO CENTRALIZE CONTROL FOR THE DISSEMINATION OF WIRE SERVICE INFORMATION AND DRCREE THAT SIPERU WILL BE THE EXCLUSIVE BUYER OF INTERNATIONAL WIRE SERVICE MATERIAL. THE PRESS AND OTHER MEDIA WOULD THUS HAVE TO OBTAIN THEIR INTERNATIONAL NEWS THROUGH SIPERU. INTERNATIONAL AGENCIES WITH WHICH SIPERU WOULD BE MOST LIKELY TO SIGN CONTRACTS APPEAR TO BE AGENCE FRANCE PRESSE, SPANISH NEWS SERVICE EFE, AND PERHAPS THE ITALIAN AGENCY ANSA. IT IS NOT YET CLEAR HOW AP AND UPI WILL BE TREATED UNDER THE NEW DECREE LAW PROVISIONS.

5. WHILE THE INITIAL CAPITAL DOES NOT APPEAR SUFFICIENT FOR THE LAUNCHING OF MAJOR PROPAGANDA EFFORT ABROAD, THE GOP MAY HOPE EVENTUALLY TO ESTABLISH THROUGH SIPERU A USIS-TYPE OPERATION IN ITS EMBASSIES. PRESENTLY CONCEIVED SIPERU COMBINES DOMESTIC AND INTERNATIONAL FEATURES OF EFE AND ANSA IN TERMS OF STATE CONTROL AND DISTRIBUTION MECHANISM.

6. THE REGLAMENTO TO PUT THE PRESENT DECREE LAW INTO EFFECT IS SCHEDULED TO BE ISSUED IN ABOUT 30 DAYS. WE WILL REPORT AND COMMENT FURTHER WHEN WE SEE THE REGLAMENTO AND AS WE LEARN MORE ABOUT HOW THE GOP INTIENDS THE SYSTEM TO WORK. IT IS CLEAR, HOWEVER, AS WE HAVE REPORTED EARLIER, THAT THE GOP MEANS TO FURTHER TIGHTEN ITS CONTROL OVER THE DISSEMINATION OF INFORMATION.
DEAN

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